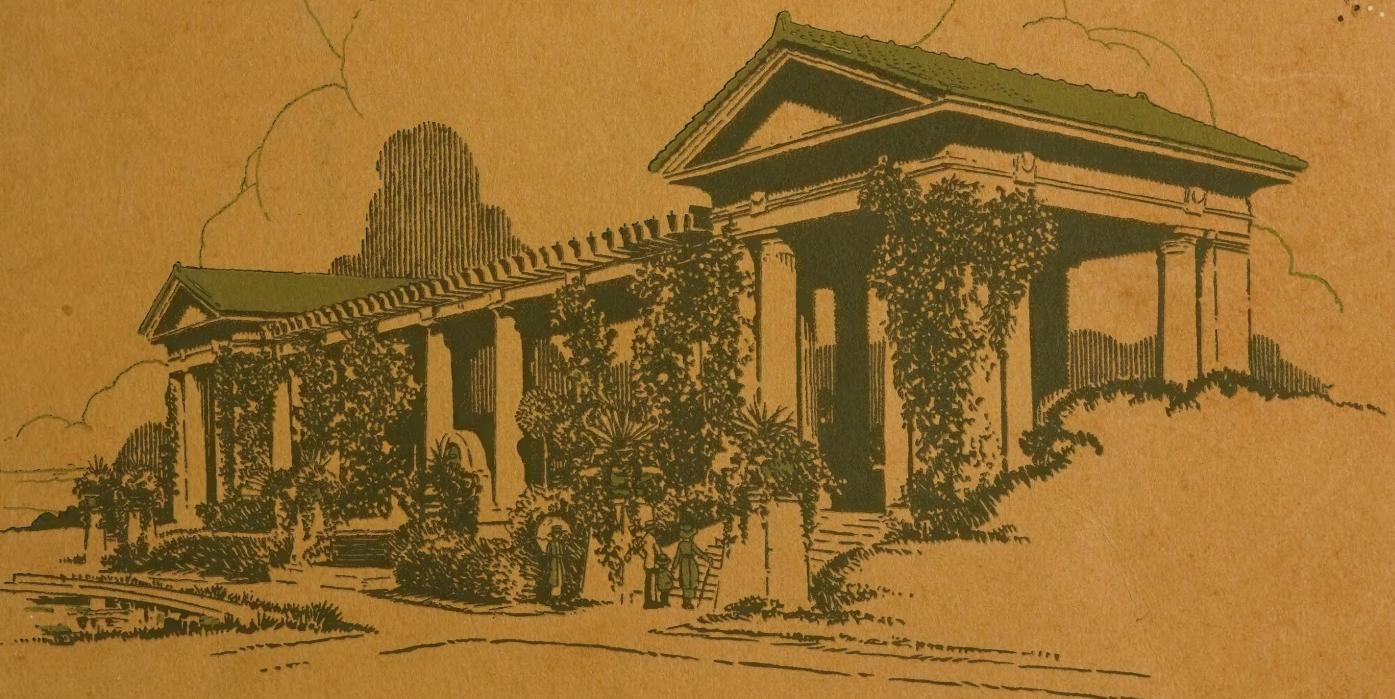


Sears, Roebuck and Co., Chicago





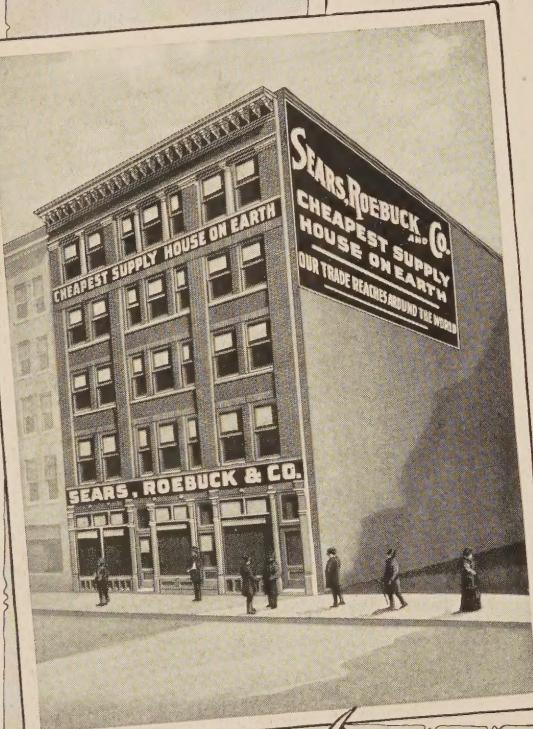
Foreword

This booklet has been prepared with the idea of establishing in the minds of our customers a more intimate acquaintance with SEARS, ROEBUCK AND CO.

Our substantial growth is the result of conscientiously following well defined principles—honest merchandise at fair prices and guaranteed satisfaction or your money back.

These principles are practiced today more extensively than ever. But the story is better told in the pages that follow.

The Story of Sears, Roebuck and Co.



This picture made from an old photograph shows our original Chicago store at 171, 173 and 175 West Adams Street.

IN 1884, Richard W. Sears, then a mere boy of seventeen, was station agent at North Redwood, Minnesota. He made out a few bills of lading, sold a few tickets, took care of express packages and dispatched messages telling of the arrival and departure of the two trains a day that passed through his station, but this was not sufficient activity for young Sears. He longed to do bigger things.

One day a shipment of watches arrived from a manufacturer addressed to a local dealer. Through some misunderstanding between the dealer and the manufacturer, the dealer refused the watches. Mr. Sears arranged to sell them and in spare moments he wrote letters to some of his railroad acquaintances. He told the exact truth about the watches and offered them at a small margin of profit. He sold them and his customers were pleased. Soon a second lot followed the first, and before long Mr. Sears found himself the proprietor of a thriving business.

Within six months he had accumulated a profit of \$5,000. He then gave up the railroad job, moved to Minneapolis and gave all of his time to the selling of watches.

Just a few days before he was twenty-one years of age he sold out his watch business for \$105,000.

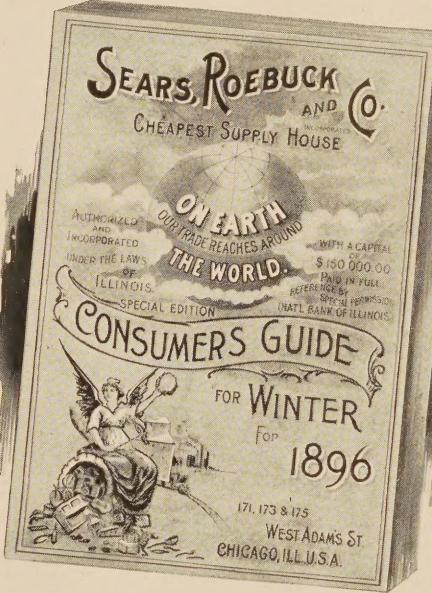
The year 1895 found Mr. Sears again in business, this time in Chicago and in association with Julius Rosenwald and Albert H. Loeb, doing business under the present name of Sears, Roebuck and Co. Improved methods of doing business were introduced, factories were opened and the list of merchandise was extended to embrace practically every human need. The business, started in such a small way, grew into a national institution doing business in every state in the Union, with over 8,000,000 customers. As a great many of these customers buy for entire families, Sears, Roebuck and Co. supplies the needs of almost one-fourth of the population of the United States.

OUR great-grandmothers spun wool into yarn and wove yarn into cloth to make garments for the whole family. Our great-grandfathers tanned the hides from which they made the family shoes. With the invention of machinery came modern factories. The ponderous loom, in the old fashioned kitchen with its tiled floor and hearty fireplace, has given way to machinery of lightning speed in enormous factories. Thousands of yards of cloth are now turned out in the same time that it formerly took to produce a few inches. Clothing, shoes, food preparations, furniture, vehicles, in fact, all articles of human need are now produced in enormous quantities in great central manufacturing plants.

Great as has been this advance in methods of production, nothing has had a more direct bearing upon reducing the cost of daily needs than centralized distribution which has come to its highest development in a few enormous plants selling merchandise by mail to people in all parts of the United States.

Sears, Roebuck and Co. supply the needs of more than eight million families. This large volume of business, concentrated in central distributing organizations, naturally short-cuts the ordinary channels of distribution. A great quantity of the merchandise we sell is made in our own factories. We own large sewing machine and cream separator factories; one of the largest farm implement factories in the country; a complete mill for making wall paper, and a paint factory with a capacity of two million gallons of mixed paint a year. And these are only a few of the factories we own or control. Goods that we do not manufacture ourselves, we buy direct from the manufacturers in such large quantities that we secure the very lowest prices. We handle the entire output of a large number of factories of all kinds. It is inevitable, therefore, that we should be able to sell our goods, quality considered, at prices lower than ordinarily asked for goods distributed through other channels.

Centralized Distribution



ONE OF OUR OLD CATALOGS.
IT CONTAINED 648 PAGES,
MUCH SMALLER THAN OUR
PRESENT CATALOG.

Following an order through Our Store



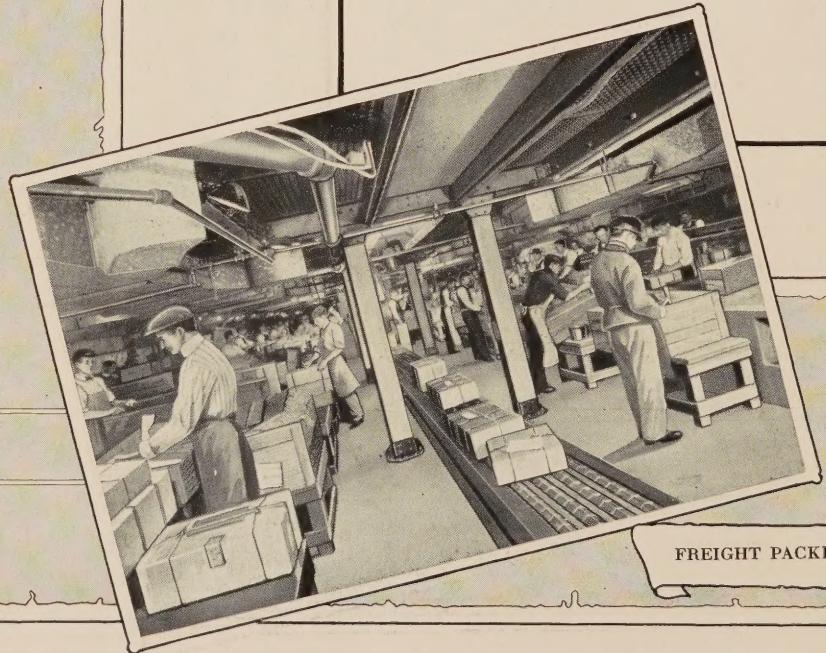
ENTRY DEPARTMENT

THE pictures on these pages will give you an idea of the system that takes care of as many as 180,000 orders in a single day, involving more than 75 cars of freight, besides parcel post and express shipments. You will also gain an insight into the human element that underlies such a great undertaking.

Mail is rushed to our store in motor trucks hourly.

More than 4,500 pounds of mail—over 250,000 letters—are sometimes received in one day. When a letter reaches our store it is opened, the amount of money is noted and the order is read carefully. Invoice sheets are made out, a separate one for each different kind of merchandise that is ordered. A record is then made of the order and it is scheduled and routed. By "scheduled" is meant that the invoice sheets are marked with a set time by which all of the parts of the order must be filled and assembled in the packing and shipping room. "Routing" an order consists of determining the best and most economical way of shipping the order, and the railroad over which it should be shipped. The invoice sheets are marked accordingly.

The invoice sheets are now ready to send to the merchandise departments. Over fifteen miles of pneumatic tubes are used to distribute orders to the



FREIGHT PACKING

various departments. This pneumatic tube system does work that would otherwise require the services of several hundred messengers. The different items of the order are taken from stock and sent to the shipping room by means of gravity chutes and conveyor belts. Here the parts of the order are assembled and checked. The invoice sheets are figured up and a statement is issued showing debit or credit, if any. The order is then packed for shipment and turned over to the postoffice, express company or railroad, as the case may be.

There is a branch of the United States postoffice in the building where orders are prepared for shipment. The various express companies also have offices here. Railroad tracks running directly into the building increase the speed and lower the cost of handling freight shipments. Orders received in the morning are usually packed and on their way to the customers the same day. Orders received in the afternoon are shipped the following day.

These time and money saving methods and devices mean lower costs of handling merchandise and lower prices to our customers.

Following an order through Our Store

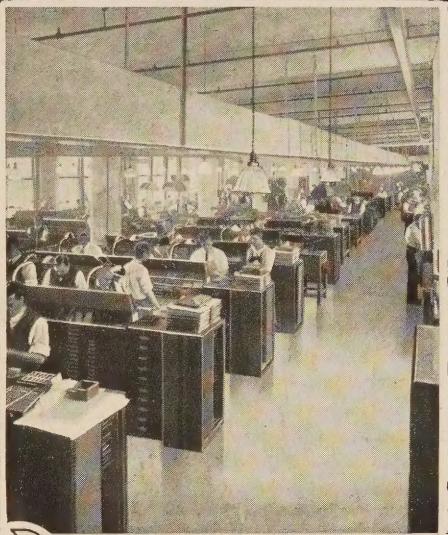


U. S. POSTAL SUB-STATION

SOME OF OUR MOTOR TRUCKS

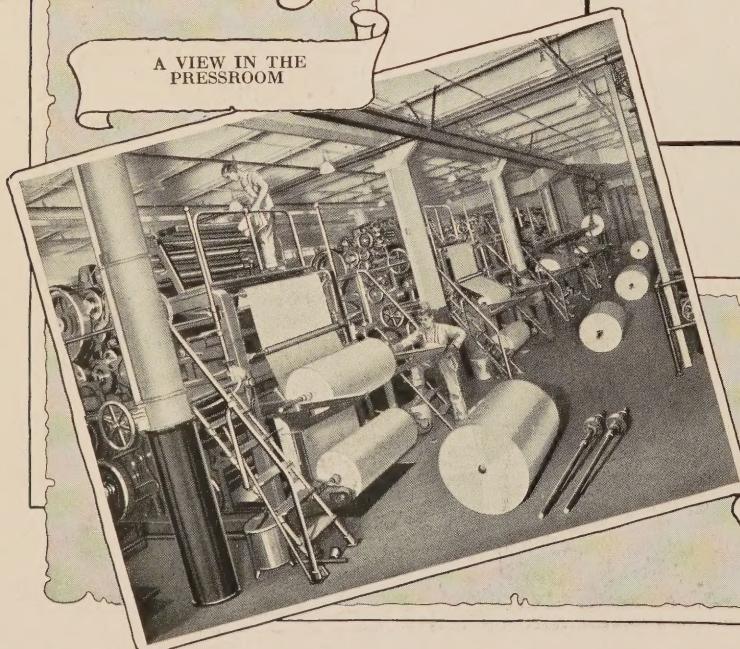


Making Our Catalogs



A VIEW IN THE
COMPOSING ROOM

A VIEW IN THE
PRESSROOM



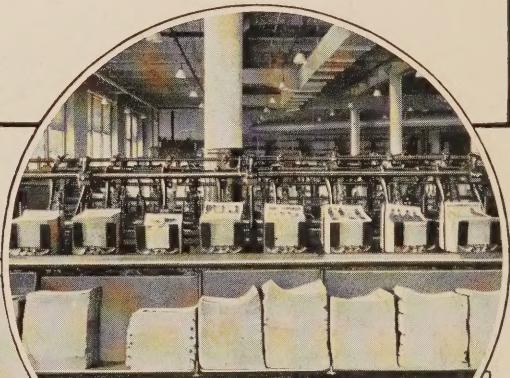
BINDING MACHINES

EVERY article that we sell is listed in a catalog and the price of each is plainly marked. To make the illustrations and printed descriptions of our merchandise accurate is in itself a task requiring precise care. Another gigantic task, one which involves some serious mechanical problems, is the printing, binding and mailing of over 60 million large catalogs, special sale books and advertising circulars each year.

Our printing and binding plant, one of the largest and most complete of its kind in the country, is located in our Advertising and Printing Building, which is shown on the opposite page. It is equipped throughout with specially designed machinery for handling the tremendous output of catalogs that we require.

The composing room where the type is set, is the largest private composing room in the United States. About two hundred and fifty compositors, linotype and monotype machine operators and proofreaders are here engaged in setting up the type, making up the pages and reading and checking them.

Our immense pressroom contains ten mammoth rotary presses, each having a capacity of 5,000 ninety-six page sections of our Big Catalog per hour.

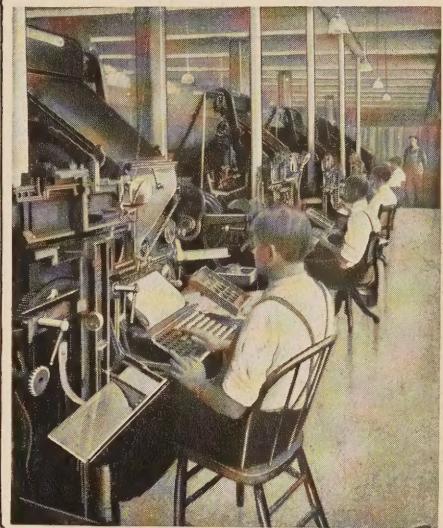


and sixteen smaller rotary presses, each of which has a capacity of 4,000 thirty-two page sections per hour, making a total of more than 6,000,000 catalog pages every hour. Three and one-half tons of ink and more than five carloads of paper are used in this pressroom every working day.

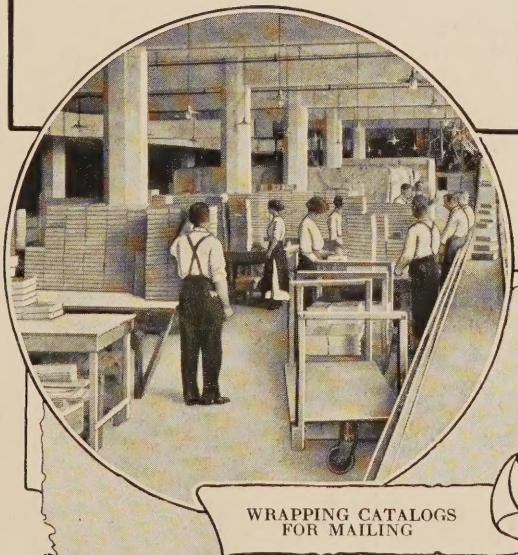
The different sections of the catalog are assembled by three specially designed, fifty-section gathering machines and three automatic binding and covering machines. The gathering machine, with its capacity of 1,500 perfect books per hour, is unique in its construction. An ingenious device in the form of a pair of feelers tests each section before it is dropped into the book to see that no pages are missing.

After binding, the edges of the catalogs are trimmed. The trimming machine automatically passes the books on to a conveyor belt which carries them into the mailing room, 300 feet away. Here stamped wrappers are put on and an addressed label is pasted on each one. The books are then inspected, sorted according to towns, placed in U. S. Government mail sacks and taken to the shipping platform.

Making Our Catalogs



LINOTYPE MACHINES



WRAPPING CATALOGS
FOR MAILING



ADVERTISING AND
PRINTING BUILDING
AND ANNEX

Points of Interest In Our Buildings

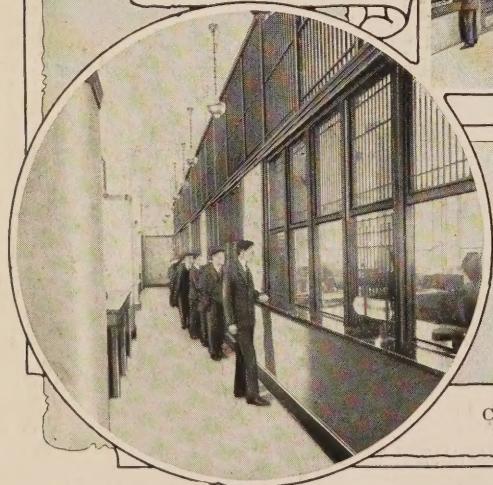
MOVING STAIRWAY



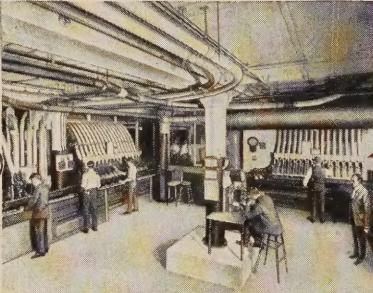
MARBLE STAIRCASE,
ADMINISTRATION BUILDING



CENTRAL TUBE STATION



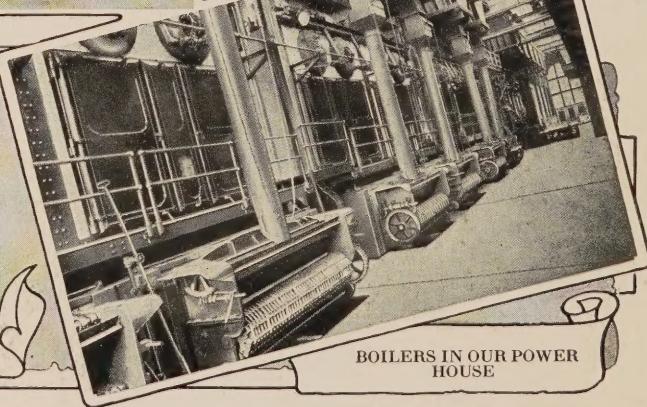
CASHIER'S OFFICE



SUNKEN GARDEN,
LILY POND AND
PERGOLA



BOILERS IN OUR POWER
HOUSE



LOCATED in a residential district, 4 miles west of the main business district of the city, our Chicago plant with its colossal buildings and well kept grounds is one of the show places of Chicago. It is situated almost exactly in the geographical center of the city, being about 4½ miles from the eastern and western city boundaries and about 12 miles from the north and south boundaries.

The buildings and grounds were designed with the idea of securing the best lighting and ventilating features obtainable as well as an artistic exterior.

Around the plant are beautiful sunken gardens, a large athletic field and tennis courts for the use of employes. These are shown in the panoramic view of our plant in the center of this book. There is also a Y. M. C. A. building which is known as the Sears-Roebuck Branch. Some of the points of interest within the buildings are shown on these pages.

Our Roll of Honor which hangs in the vestibule of the Administration Building contains the name of each employe of Sears, Roebuck and Co., who served



the United States during the late war. The names are inscribed on six tablets of bronze, those of employees who were killed in battle or died in service being indicated by black name plates.

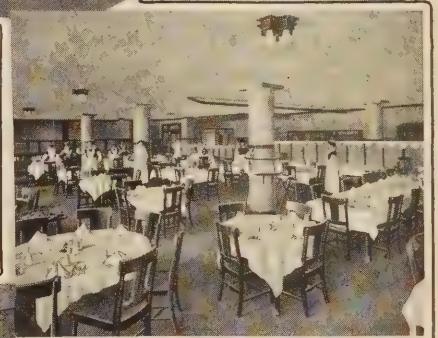
At the bottom of page eight is shown a view of the boilers in our power house. Twelve hundred tons of coal are stored above the boilers which are equipped with self-feeding chain grates. They consume, on an average, two hundred tons of coal a day. With our machinery we can handle a carload of coal in forty-five minutes. This power house furnishes electric current for our entire plant, compresses air for our fire pumps and also refrigeration for cooling drinking water and for keeping food-stuffs cool in our Grocery Department. The daily capacity of the refrigerating plant is one hundred tons of ice.

In our restaurant, which consists of cafeteria, lunch room, grill and dining rooms, over 6,000 employees are accommodated during the luncheon period, from 11:30 A. M. to 1:00 P. M.

Points of Interest In Our Buildings



VIEW IN OUR CAFETERIA



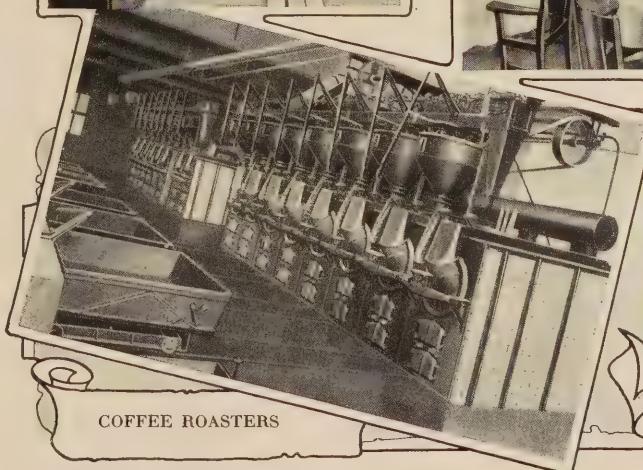
MAIN DINING ROOM



FREIGHT SHEDS



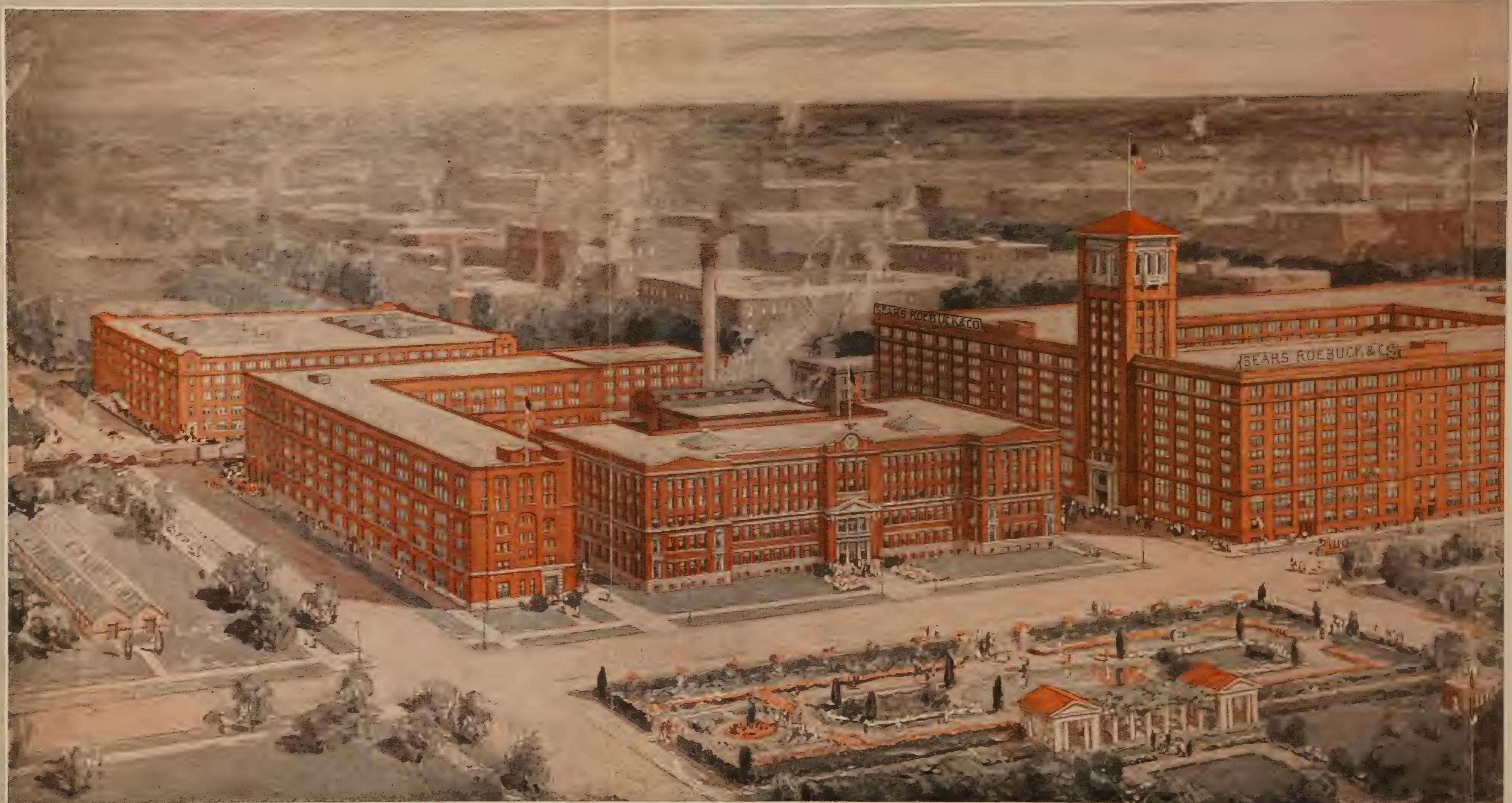
GRILL ROOM



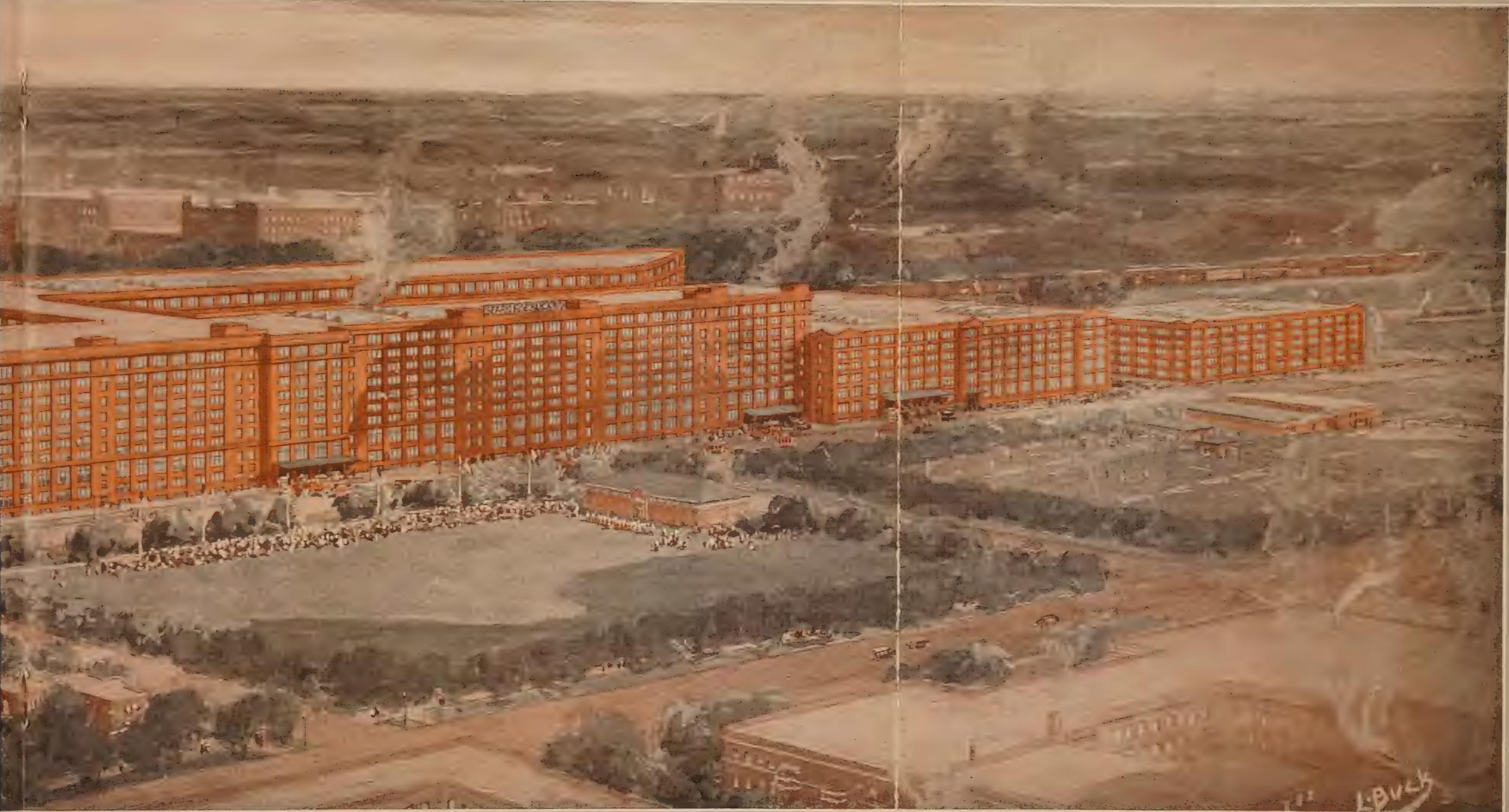
COFFEE ROASTERS

OUR ROLL OF HONOR



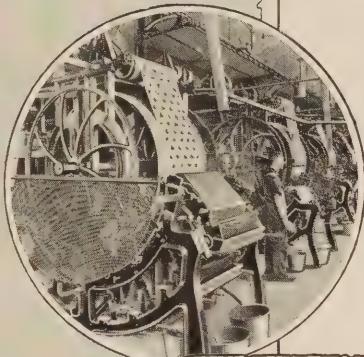


The Chicago plant of Sears, Roebuck and Co. was built in 1906. An arr
record time in building this enormous plant, with its 92 acres of floor space,
few feet of being a quarter of a mile long. It is nine stories high and has t

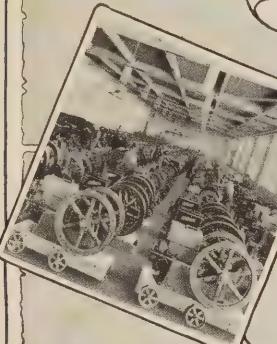


06. An army of seven thousand men, working in day and night shifts, made
floor space. Our Merchandise Building, the largest of those shown, lacks a
h and has three basements.

Some of Our Factories



PRINTING WALL PAPER

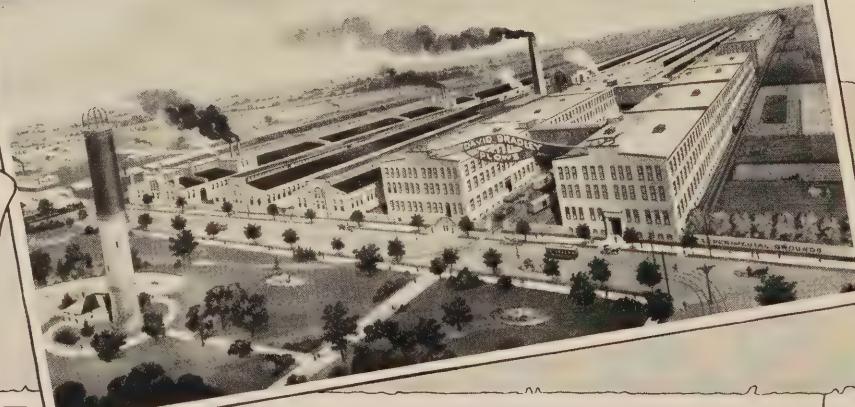


VIEW IN OUR
ENGINE FACTORY



BECKWITH PIANO
FACTORY

THE BRADLEY
PLANT



A GREAT quantity of the merchandise we sell is made in factories which we own and operate. Sewing machines, cream separators, farm implements of various kinds, wall paper, paint, pianos, player pianos, organs, gasoline engines, stoves. These, and many other articles, we make ourselves. By carefully watching every step in the manufacture, from the selection of raw materials down to the final inspection of the finished product, we are able to turn out merchandise that we know is high grade. We are able to offer this merchandise to the ultimate consumer at a price considerably less than he would otherwise have to pay for it.

In our modern Wall Paper Mill we manufacture annually 20 million double rolls of guaranteed wall paper, enough to encircle the earth four times. The manufacture of this enormous quantity of wall paper consumes 7,000 tons of paper made in our own Paper Mill.

When we took over the David Bradley Implement Factory in 1910 it had already gained an enviable reputation by over eighty years of honest service and quality. Since then we have added all the improvements made possible by science and invention. To insure the quality of our farm implements experimental tests are made by practical farmers under actual working conditions.

WE have our own chemical and physical testing laboratories, which enable our buyers to determine with great certainty the quality and the character of service to be expected from practically any kind of merchandise, whether textile, food, drug, paint, rubber, metal or other product.

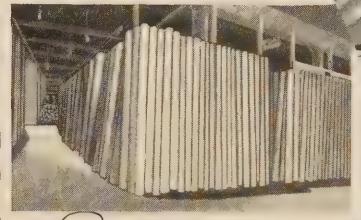
In describing merchandise in our catalog we insist upon strict accuracy and truth, with no exaggeration. For instance, if a suit of clothes is part wool we do not describe it simply as "wool." We say that it is "10 per cent wool," "half wool," "98 per cent wool," as the case may be. Merchandise that does not measure up to our standards of quality, size, appearance, shape and color, is not accepted for sale to our customers.

It is our endeavor to offer only merchandise of merit, in a range of qualities to suit the great majority. Accordingly our catalog shows representative merchandise from the less expensive to the highest grades for which we have a demand. Whatever quality you select, you will find that we give you for every dollar you invest exceptional value, measured in quality of material, workmanship and service.

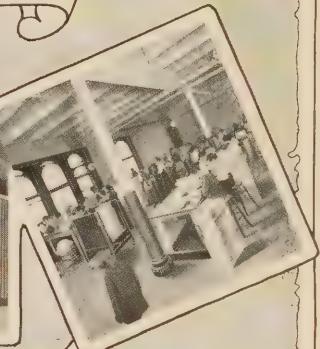
Merchandising Policies of Sears, Roebuck and Co.



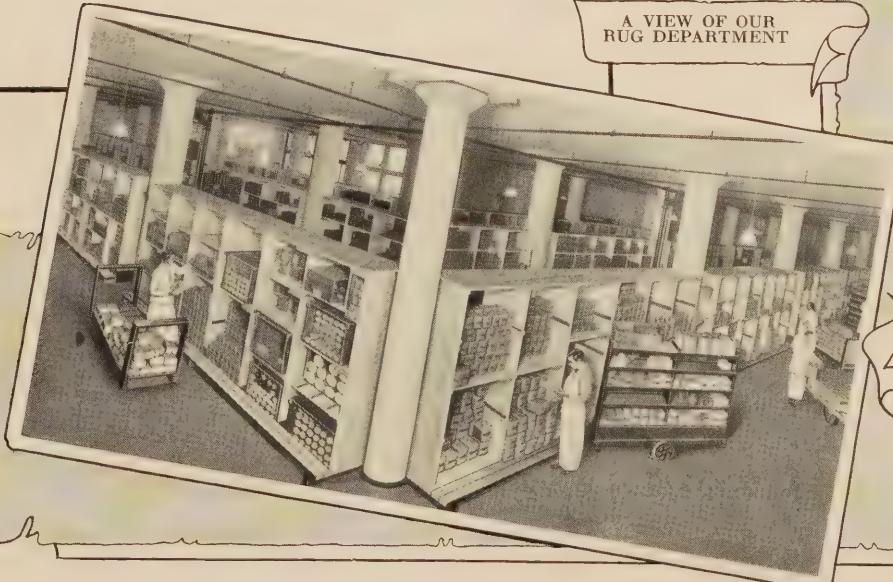
SCIENTIFIC LABORATORY



A VIEW OF OUR RUG DEPARTMENT



MERCHANDISE INSPECTION ROOM



GROCERY STOCK ROOM

Employes' Activities

TENNIS COURTS



EVENTS AT OUR ANNUAL FIELD MEET



A SOUND body is one of the prime requisites of a vigorous mind; and there is nothing more conducive to good health, both of body and mind, than plenty of exercise and proper recreation. Realizing this need, we provide facilities for our employes to secure healthful exercise and recreation. Our efforts in this regard are amply rewarded in increased efficiency of our people. The amount of interest that is taken in employes' activities speaks for the popularity of this idea.

There are sixteen tennis courts on our grounds for the use of employes. These are open to the public during the day. Several tournaments for both men and women are held each year and valuable prizes are presented to the winners. Adjoining the athletic field there are two club houses, one for the women and one for the men. The club houses are equipped with lockers and showers.

There are eight baseball teams organized among our employes, four major and four minor teams. These teams play each other during the season and great interest is taken in the game. At the end of the season medals are given to the teams with the highest standing.

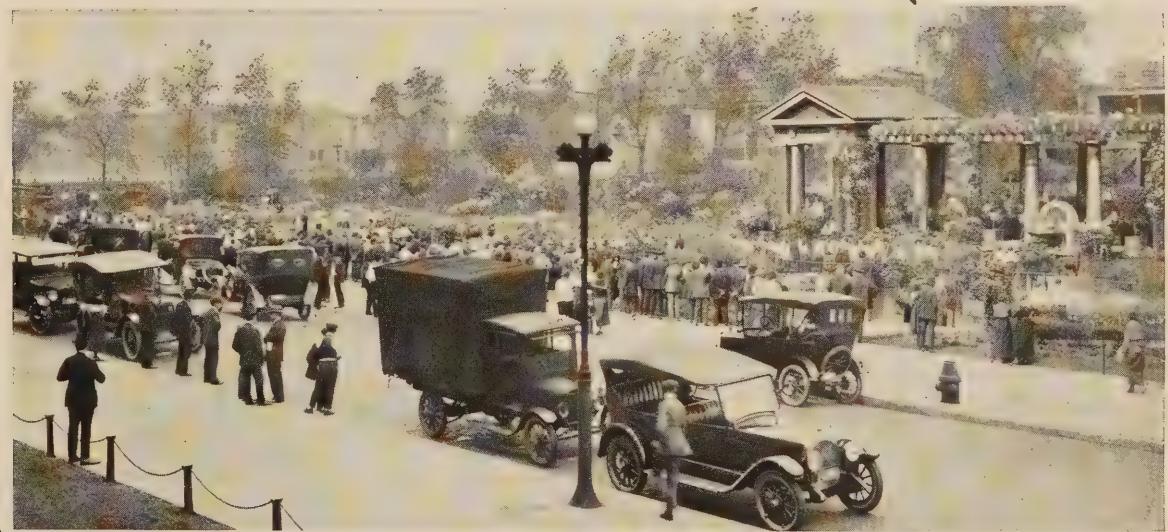
EVERY year a big Track and Field Meet is held on our athletic field. Teams organized among our employes compete for medals and prizes. Other events on this day include folk dancing by the girls' dancing classes, athletic drills by the boys and music by the employes' band. These annual events are attended by about 25,000 people. Over ten acres of ground is given over to athletics.

Our employes' library has the largest circulation of all Commercial and Branch Libraries in the City of Chicago, averaging 50 periodicals and 400 books per day. In addition to the 8,000 volumes carried on open shelves, employes may obtain through this library any book from the Chicago Public Library within twenty-four hours. A motor truck makes daily trips for that purpose.

Concerts are rendered by our 66-piece employes' band from time to time. When the weather permits, these concerts are held in the open air. During inclement weather, they are given in the different rest rooms. There are four rest rooms, one in each of our buildings, comfortably equipped, where employes may go to read, rest or enjoy music.

Employes' Activities

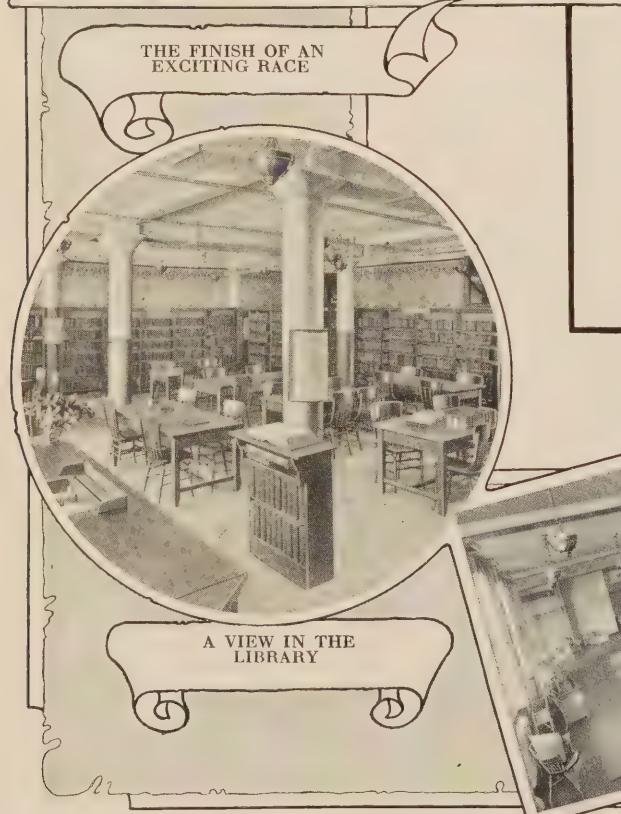
MEN'S CLUB HOUSE



Employes' Profit Sharing Plan



THE FINISH OF AN
EXCITING RACE



A VIEW IN THE
LIBRARY

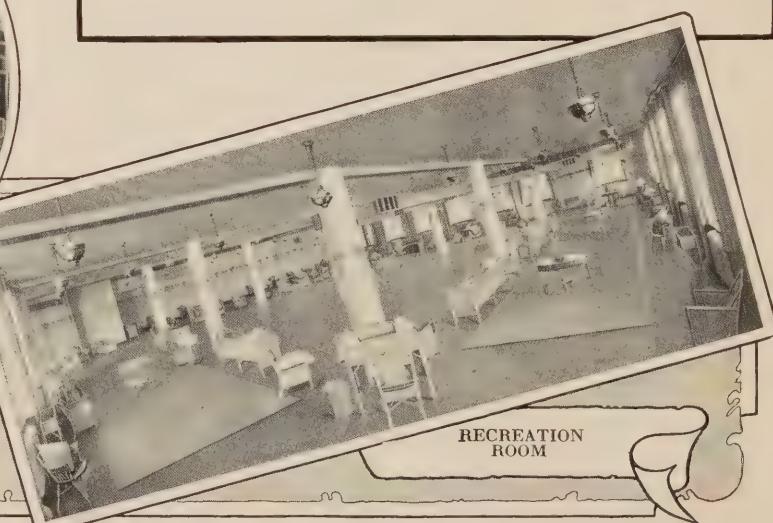
IN ORDER that the employes may share in the profits of the company, Sears, Roebuck and Co. established what is known as the EMPLOYES' SAVINGS AND PROFIT SHARING PENSION FUND.

The company contributes annually a sum equal to 5% of its net earnings, before deduction of dividends to stockholders. This plan is intended to

give those who remain in the employ of the company until they reach the age when they desire to retire from active service, a sum sufficient to provide for the future. Even those who achieve a long service record, but do not remain with the company all of their business life, will accumulate a very substantial sum. In case of death, such sums are paid to the beneficiaries.

This Fund is invested in shares of Sears, Roebuck and Co. stock and the employes, therefore, participate in the profits and accumulated value of the company's business.

All employes, who have completed three years of service, are eligible to join the Fund, and its popularity is proved by the fact that 99% are members.



RECREATION
ROOM

IT is the duty of our Health Department to look after the physical well being of our employes. Employes are required to pass a rigid physical examination before being accepted. For the protection of those already in our employ, we exclude applicants found to be suffering with communicable disease.

In our modern doctors' office, where examinations are made, we have a staff of seven doctors and twelve nurses who also take care of all kinds of emergency cases. With a large number of employes it is inevitable that there should be cases of sudden sickness, and occasionally even an accident. We are equipped to take care of any major or minor operation. When necessity arises our nurses and doctors also take care of sickness in the homes of employes. This service is given without charge.

We also maintain a Dental Department for the benefit of employes and they are encouraged in every way to give proper attention to their teeth.

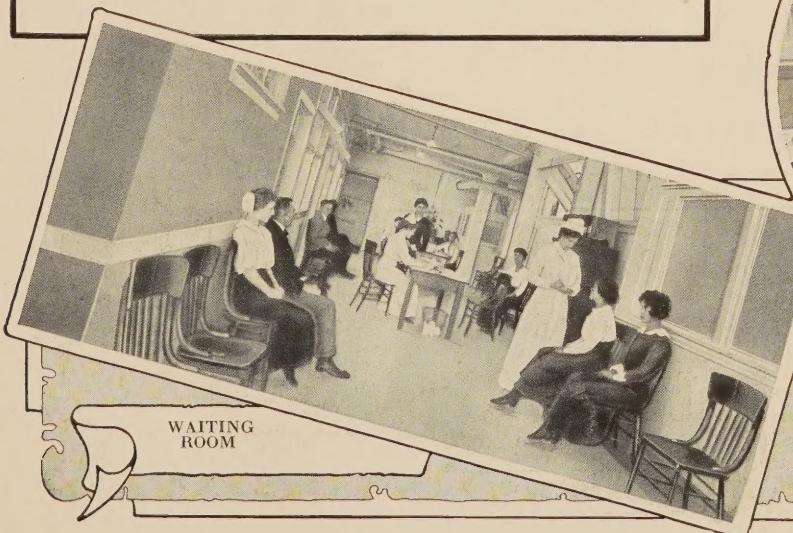
Medical Attention Provided for Employes



DENTIST'S OFFICE

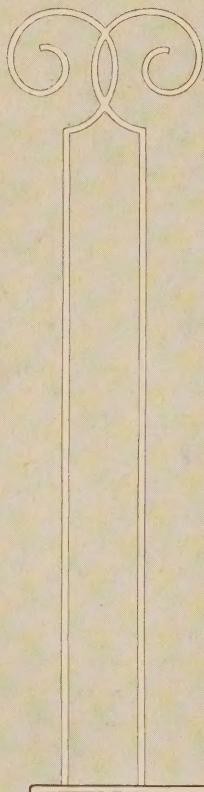


CONSULTATION ROOM



WAITING ROOM

Our Guarantee



We Guarantee
that each and every article
in our catalog is exactly as
described and illustrated.

We guarantee that any article purchased from us will satisfy you perfectly; that it will give the service you have a right to expect; that it represents full value for the price you pay.

If for any reason whatever you are dissatisfied with any article purchased from us, we expect you to return it to us at our expense.

We will then exchange it for exactly what you want, or will return your money, including any transportation charges you have paid.

**Sears, Roebuck
and Co., Chicago**



**Originators of the Guarantee
that stands the test
in the Scales of Justice**

